

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to **Mail Stop Amendment**, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: January 24, 2007/Jessica Sexton/  
Jessica Sexton**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): D. Maxwell Chickering *et al.*

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3639

Filing Date: December 8, 2000

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

---

**REPLY TO OFFICE ACTION DATED NOVEMBER 3, 2006**

---

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments.